

Last Received: 10/17/2012 3:32 PM
Showing Buylines: All Lines

Station	WOOD-TV GRAND RAPIDS, MI.
Advertiser	() .HOEKSTRA FOR SENATE
Product	355/SENATE
Estimate#	355
Buyer	ALICIA COLLINS
Phone#	
Fax#	

Agency () BRABENDER COX
1218 GRANDVEIW AVE, 1ST FLOOR
PTTSBURGH, PA 15211
Agency C/P1/P2/E //355
Flight Dates 10/15/2012 - 10/21/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

THUR 10/18 - SUN 10/21 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	11P-1130P	NEWS	:30	\$900.00	10/18-10/18	1	1	1	\$900.00	
	Rating: 6.0											
	2	F	11P-1130P	NEWS	:30	\$900.00	10/19-10/19	1	1	1	\$900.00	
	Rating: 6.0											
	3	SA	11P-1130P	NEWS	:30	\$900.00	10/20-10/20	1	1	1	\$900.00	
	Rating: 6.0											
	4	SU	1130P-12A	NEWS	:30	\$500.00	10/21-10/21	1	1	1	\$500.00	
	Rating: 6.0											
	5	F	6A-7A	NEWS DAYBREAK	:30	\$400.00	10/19-10/19	1	1	1	\$400.00	
	Rating: 3.2											
	6	F	7A-9A	TODAY SHOW	:30	\$650.00	10/19-10/19	1	1	1	\$650.00	
	Rating: 4.6											
	7	TH	12P-1P	NEWS AT NOON	:30	\$225.00	10/18-10/18	1	1	1	\$225.00	
	Rating: 4.1											
	8	F	12P-1P	NEWS AT NOON	:30	\$225.00	10/19-10/19	1	1	1	\$225.00	
	Rating: 4.1											
	9	TH	5P-530P	NEWS	:30	\$675.00	10/18-10/18	1	1	1	\$675.00	
	Rating: 6.6											
	10	F	5P-530P	NEWS	:30	\$675.00	10/19-10/19	1	1	1	\$675.00	
	Rating: 6.6											

Station WOOD-TV GRAND RAPIDS, MI. Agency () BRABENDER COX Rep Firm

Advertiser () .HOEKSTRA FOR SENATE 1218 GRANDVEIW AVE, 1ST FLOOR Sales Office () PHILADELPHIA

Product 355/SENATE PTTSBURGH, PA 15211 Salesperson () IAN AMBRON

Estimate# 355 Agency C/P1/P2/E //355

Buyer ALICIA COLLINS Flight Dates 10/15/2012 - 10/21/2012 Salesperson Phone# 215-567-6005

Phone# Hiatus Weeks Salesperson FAX# 215-525-9757

Fax#

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	TH	530P-6P	NEWS	:30	\$675.00	10/18-10/18	1	1	1	\$675.00	
Rating: 7.0												
	12	F	530P-6P	NEWS	:30	\$675.00	10/19-10/19	1	1	1	\$675.00	
Rating: 7.0												
	13	SA	6P-630P	NEWS AT 6PM	:30	\$400.00	10/20-10/20	0	0	0	\$0.00	
Rating: 4.3												
[MADE-GOOD BY LINE(S) 18]												
	18	TH	6A-7A	MORNING NEWS	:30	\$400.00	10/18-10/18	1	1	1	\$400.00	
[MKGD FOR SPOTS MISSED ON LN #13: 10/20(1/WK)]												
	14	SU	7A-8A	SUN NEWS DAYBREAK	:30	\$250.00	10/21-10/21	1	1	1	\$250.00	
Rating: 4.1												
	15	SU	6P-7P	NEWS AT 6PM	:30	\$750.00	10/21-10/21	1	1	1	\$750.00	
Rating: 6.1												
	16	SA	8A-10A	SATURDAY TODAY	:30	\$375.00	10/20-10/20	1	1	1	\$375.00	
	17	F	430A-459A	EARLY NEWS	:30	\$25.00	10/19-10/19	1	1	1	\$25.00	

---REPORT TOTALS---

Report Totals: 17 / \$9,200.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$9,200.00

Station	WOOD-TV GRAND RAPIDS, MI.	Agency	() BRABENDER COX	Rep Firm	
Advertiser	() .HOEKSTRA FOR SENATE		1218 GRANDVEIW AVE, 1ST FLOOR	Sales Office	() PHILADELPHIA
Product	355/SENATE		PTTSBURGH, PA 15211	Salesperson	() IAN AMBRON
Estimate#	355	Agency C/P1/P2/E	//355		
Buyer	ALICIA COLLINS	Flight Dates	10/15/2012 - 10/21/2012	Salesperson Phone#	215-567-6005
Phone#		Hiatus Weeks		Salesperson FAX#	215-525-9757
Fax#					

Sales Totals: 17 / \$9,200.00
Station Totals: 17 / \$9,200.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$9,200	CATV	0%	WOOD	100%	WOTV	0%	WWMT	0%	WXMI	0%
		WXSP	0%	WZPX	0%	WZZM	0%				

---COMPETITIVE COMMENTS---

SHARE TO FOLLOW

Books	null
Demos	RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

--- CREDIT RISK ---

CASH IN ADVANCE